



# Style Guide

## This Guide links to the official LES International logo.

Use only the LESI logo linked to this style guide, do not try to recreate the LES International logo. It has been professionally designed with correct letter spacing and sizing.

## Correct usage for written documents:

Licensing Executives Society International, LES International or LESI.

## LES Blue for usage online and in print:

CMYK (90%, 65%, 0%, 0%)

RGB (26, 89, 255)

#1a59ff

HSL (223, 100%, 55%)

## Correct usage when color is not an option:

Use An 85% Tint Of Black

## Master Logo and Logotype



[Click here to download the logo with logotype.](#)

## Master logo and logotype

Use the primary logo whenever possible.

## Typeface:

**LES**—all upper case Eagle Book

**Licensing Executive Society International**—Upper case Eagle Book

## Logo Variations For Use At Smaller Sizes



Without Text Version



Black & White Version



Without Map & Text Version

## Logo and Color Specifications



LES Blue

50% Tint—LES Blue

White

White

## LES Blue: Primary color is Blue

CMYK (90%, 65%, 0%, 0%)

RGB (26, 89, 255)

#1a59ff

HSL (223, 100%, 55%)

The logo should always appear against white, use LES Blue or a LES recommended background color wherever possible.

## Stationery and Business Card



[Click here to Download Stationery.](#)



[Click here to Download Business Card.](#)

## Fonts:

Eagle Book is the logotype font.

**Headlines**—Eagle Bold Upper Case

**Copy**—Eagle Light

## Alternative Fonts:

Ariel Black for Headlines.

Ariel Regular for body copy.